

These Are The Men Who Will Judge This Great Booklovers' Contest Game

HON. GEO. AINSLIE, Mayor of Richmond, REV. EDW. N. CALISCH, Ph.D., A Distinguished Scholar and Writer, W. L. PRINCE, Dean of Richmond Academy
 Their Names Stand as an Absolute Guarantee of Honesty and Fairness in Which This Booklovers' Contest Game is Conducted

These men will have full and complete charge of the checking of the sets of answers. The character of these well known men is security enough that the checking of the sets will be done accurately and well.

First of all, the judges will receive the list of correct titles into their personal charge. This list will be turned over to them by officials of the bank where it is now under lock and key. The list will be certified to by the judges and delivered later on to those who will do the actual checking.

Of course, this paper will spare no efforts to make sure of a reliable check, and the most elaborate precautions will be taken to see that no possibility of error or fraud may occur. Dozens of safeguards will be thrown around the checking of the sets of answers, and there will be no possibility of error.

When the sets of answers are received by this paper they will be especially stamped with the official stamp, and placed in a locked and guarded room, from which they will be removed one by one to be checked. The checking itself will be done over three times to avoid chance of error. And finally the judges themselves, who will have charge of the entire checking process, will go over the sets to see that the awards are made correctly.

The public will be invited to witness the checking. This paper guarantees the correct checking of all sets of answers.

Here Are the Prizes
\$1,200.00
 IN GOLD
 Divided Into Fifty Different Awards



Second Prize is \$200 in Gold.
 Third Prize is \$150 in Gold.
 Fourth Prize is \$100 in Gold.
 Fifth Prize is \$50 in Gold.
 Sixth Prize is \$50 in Gold.
 Seventh, Eighth, Ninth and Tenth Prizes are \$25 each in Gold.
 Eleventh to Twentieth Prizes are \$10 each in Gold.
 Twenty-first to Fiftieth Prizes are \$5.00 each in Gold.

BEWARE OF FAKERS

Who Offer to Sell Worthless Lists of Titles—They Cannot Help You.

These fakers generally advertise that for a 2-cent stamp they will send several titles, which, in the opinion of the fakers, will prove correct titles to the pictures. Accompanying this "sample" list of titles will be a letter advising that for 50 cents, a dollar, two dollars, or more, they will supply

HOW THEY WORK.

lists of titles that will seem to fit the pictures. Don't deal with these sharpers, because if they could furnish a list of titles that would solve the pictures, they would use their own lists and win the prizes. They know no more about the titles than you do.

The principal features in connection with this contest are copyrighted by the Booklovers' Contest Co., San Francisco, Cal.

The Catalogue Points Out Ten Correct Titles. The Answer Book Tells Which Ten Pictures They Fit.

Ten of the titles in the Catalogue are marked by having stars printed opposite them. These are ten of the CORRECT titles, and so, when you secure a Catalogue, you have only sixty-seven of the correct titles to find for yourself. They are contained in the Catalogue also, but are not marked by stars.

The Answer Book tells you the very pictures which represent these ten starred titles, for ten pages of the Answer Book have circles printed on them, and the ten pictures which go on these pages are the ones that were drawn to represent the ten titles starred in the Catalogue.

So the Catalogue and Answer Book, in Addition to Their Other Benefits Solve Ten Pictures for You at Once.

What the Contest Is

It consists of 77 pictures, one published each day in this paper, and each picture representing the title of a book. You simply tell what book titles each picture represents, and when all 77 have been published, send in your set of answers. You will find this an easy, simple game, and the rewards are large. And you get all the pictures published to date FREE with the Contest Catalogue and Answer Book.

Start to-day. You can win.

The Times-Dispatch's Great
 \$1200.00 Gold Booklovers' Contest
 Picture No. 57 Date, September 21st.



What Book Does This Picture Represent?
 Write Title and Name of Author in Form Below

Title
 Author
 Your Name
 Street and Number
 City or Town

TOTAL NUMBER OF PICTURES, 77. Contest began July 27th. Each day a different picture appears in this space. Cut them out. Save them until the last picture appears on October 11th. Don't send in partial lists. Wait until you have all the answers to the 77. Read Rules, Daily Story and Special Announcements in another part of this paper. It will help you win a prize. Extra pictures and coupons of any date that have appeared may be had at 2c. Enter to-day without registering your name. Merely Save Pictures and Coupons as they appear.

ENTER THIS CONTEST TO-DAY

You can enter contest at any time. Order the paper sent you for three months, beginning with issue of day your order is received.

Get in the contest right now. It is just becoming interesting.

Don't miss a single picture. Get this paper every day.

SUBSCRIPTION RATES

Daily and Sunday by carrier 65 cents a month.

Daily and Sunday by mail for three months, \$1.50.

Price of paper per single copy—Daily, 2 cents; Sunday, 5 cents.

THIS IS A SAMPLE OF THE

Booklovers' Answer Book

INSTRUCTIONS and EXPLANATIONS

PASTE PICTURE BELOW THIS LINE

This Page Is For Puzzle No. 38

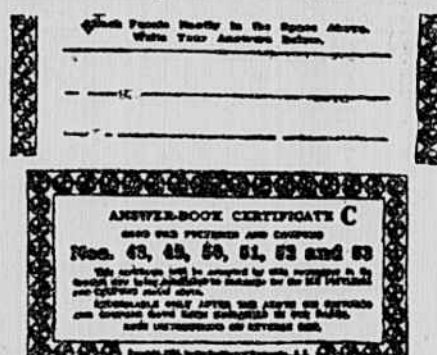
INSTRUCTIONS AND EXPLANATIONS

Read the Contest rules in our paper. You will then know the number of puzzles that will be published during the contest, also how many answers you may submit to each one.

As each puzzle appears in the paper, cut it out. Try it neatly around the heavy dotted lines, attach same carefully on this sheet.

Each puzzle is numbered. When you have attached same in this space, study it carefully, and submit your answers on the page below.

In the space on the page below is plenty of room for submitting one or as many replies to this puzzle as the rules of the Contest allow.



GET AN ANSWER BOOK (it contains 77 double pages) AND 35 PICTURES FREE

You can make ten answers to each picture, yet only need but one copy of each picture.

On the upper page you paste a picture. On the lower section you write from one to ten book titles which you have selected for the picture pasted above.

You save time, labor and expense with an Answer Book, and it helps you to win.

USE THIS ORDER FORM FOR THE ANSWER BOOK.

Booklovers' Contest Editor, 1913.

The Times-Dispatch:

Find herewith 80 cents (75 cents at office), for which deliver to me your Answer Book and six certificates, returnable as the pictures appear in the contest for Pictures Nos. 36 to 70.

Name

Street and No.

City State

Do not send stamps or silver. Send check or money order.

USE THIS ORDER BLANK FOR CATALOGUE

If you cut this order form, fill it out and send or bring it in with the sum designated, you will receive the Official Copyrighted Contest Catalogue of about 5,000 book titles, and seven certificates redeemable for the first thirty-five pictures in the contest. In the catalogue are all the correct titles to the seventy-seven pictures. Catalogue, 35 cents at this office, 40 cents by mail.

Do Not Send Stamps or Silver. Send Check or Money Order.

Booklovers' Contest Editor,

The Times-Dispatch:

Inclosed find 40 cents, for which send me a Booklovers' Contest Catalogue of about 5,000 book titles and the seven certificates redeemable for the first thirty-five pictures.

Name

Street and No.

City State